



PORT COLBORNE

#PORTicipate

**ANNUAL
SPONSORSHIP/ADVERTISING
PACKAGE**

THANK YOU

An aerial photograph of a harbor with several boats, including a large white yacht and smaller motorboats. The image is overlaid with a blue geometric design consisting of concentric curved lines and a diagonal split. The word 'THANK YOU' is prominently displayed at the top in large, bold, blue and white letters.

Located on the south coast of the scenic Niagara Region, Port Colborne strives to provide its community an exceptional small-town experience in a big way. Our sandy beaches, unique culinary, state-of-the-art recreation facility and world class Sugarloaf Marina draw anyone that comes right in. By day try out any of our 26 km of trails, fishing, golfing, shop our historic shopping district or hand out and explore the Welland Canal. With a population now just over 20,000 we are the second fastest growing City in the Niagara Region and our planning and building departments have never been busier.

Exceptional cities welcome exceptional partners, specifically when it comes to supporting local festivals and organizations. Our largest festival is Canal Days, host to a variety of events, the largest being the nightly concerts that attract up to 10,000 guests per night. One way we work to support local organizations is to maintain the exceptional condition of our state-of-the-art recreation facility.

Come see, you will be glad you #PORTicipated!

**City of Port Colborne staff &
Members of Council**

Contact our team
905-835-2900 x566
eventservices@portcolborne.ca

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CANAL DAYS

A working marine community with a rich nautical history, set at the juncture of the Welland Canal and Lake Erie, Port Colborne is the only location following the original route of the southern canal extension that opened in 1833. The city's signature annual mid-summer event, Canal Days Marine Heritage Festival, celebrates the heritage of this connection with the St. Lawrence Seaway.

Established in 1979 as a small fair held at the Historical & Marine Museum, activities now centre around historic West Street, running alongside the canal, with an excellent view of the 1929 Clarence St. Lift Bridge, and at key sites in proximity to Lock 8 Gateway Park, H.H. Knoll Lakeview Park and Sugarloaf Marina.



FACTS & FIGURES

Facts & Figures

- Number of Visitors: 300,000+
- 51% of Visitors from Niagara Region
- Concert Series Attendance: 30,000+
- Number of Volunteers: 140
- Number of Vendors: 90+
- Classic Car Show: 750+ cars
- Fireworks Show: 20,000 + spectators

Media presence

- Over 1,500 earned and paid media hits on digital, print, and broadcast platforms
- Coverage reaches a possible audience in excess of 77 million
- Media coverage generates an estimated Public Relations Value of more than \$500,000

Social Media presence:



Facebook: @CanalDays



Twitter: @CanalDaysPC



Instagram: @canaldayspc



Facebook: @cityofportcolborne

FESTIVAL ATTRACTIONS



Concert Series



Kids Zone



West Street Vendors and Patios



Vessels line Canal Wall



Cruise Lake Erie



Lighthouse Tours



Historical & Marine Museum



Fireworks Display



SPONSORSHIP BENEFITS

BENEFITS	DECKHAND \$1,000	BOATSWAIN \$3,000	FIRST MATE \$5,000	QUARTERMASTER \$10,000	CAPTAIN \$15,000+
CANAL DAYS					
VIP Concert Experience & Empire Sandy Cruise Tickets			4	6	8
West Street/Patio on West Drink & a Bite Vouchers	4	16	24	24	24
Mayor's Media Conference	2	4	4	6	8
TV Exposure					Yes
Event Signage (Consolidated Sign at set locations name only)	Name only	Logo	Logo	Logo	Logo
Radio Exposure				Mention	Mention
Social Media & City Website	Name on Website	Logo on Website	Logo on Website	Social Media & Website	Social Media & Web Banner & Logo
Booth Space During Weekend			Yes	Yes	Yes
Reference Program Listing	Name only	Name only	Name only	Logo	Logo
CITY PARKS, BEACHES, MARINA, RECREATION FACILITIES					
Waste Receptacles - Consolidated Sponsor List	Name	Logo	Logo	Large Logo	Large Logo
VALE HEALTH & WELLNESS CENTRE					
Wall Sign - Both Rinks (Consolidated List of Sponsors)			Yes	Yes	Yes
Ice Logo Option (50% Discount on first year)			Yes	Yes	Yes
Community Free Skate		Yes	Yes	Yes	Yes

** Inclusive of HST

ADDITIONAL CANAL DAYS EXPERIENCES NAMING OPTIONS

TALL SHIPS

Cruising in the locks makes Canal Days unique in the world! Two ships available.

SUNDAY NIGHT FIREWORKS

Be the presenting sponsor for our premier firework show over the Welland Canal!

Link to all aspects and activities Canal Days has to offer with
TITLE SPONSORSHIP.

Give yourself the strongest presence the festival can muster at the highest rank of sponsorship!

WELLAND
CANAL
DAYS

MUSIC

is a major audience attractor! Patio on West.

HEADLINE STAGE with VIP EXPERIENCE

at H.H. Knoll Lakeview Park! Support one venue - or raise the volume by orchestrating them all!

OTHER OPTIONS include:

1

KIDS ZONE

2

Be a
DIGITAL MONITOR SPONSOR
at H.H. Knoll Lakeview Park!

Or contact our Sponsor Support Team to discuss further ideas!

PORT COLBORNE HISTORICAL & MARINE MUSEUM

More than a Museum ...

Where Canal Days originated in 1979, Canal Days at the Museum is your destination for marine displays and photographs as well as railway and ship models. Enjoy the Great Lakes Model Boat Association's remote control boat show in action and the Niagara Antique Power Association's demonstrations from corn shucking to steam whistles. Watch artisans demonstrate their skills in blacksmithing, woodcarving, spinning, and rope ladder-making throughout the heritage village.

\$5,000 Sponsorship Opportunity



Receive First Mate benefits



Sponsor free admission to the Museum for festival attendees during Canal Days

HOCHELAGA

BECOME A VENDOR

Requirements

The following information **MUST** be included in your application:

1. All necessary communication details and reference page.
2. Description and photos of your vendor set-up including products listed for sale and pricing.
3. A Lottery License **MUST** be attached if money is being received for a chance to win a prize and shall comply with the AGCO gaming regulations.
4. The signed contract – authorizing you to bind the completed vending applications form.
5. The completed certification form. Please refer to attachment “A” for details.
6. Certificate of Insurance with \$2 Million Insurance Policy naming the City of Port Colborne and the St Lawrence Seaway Management Corporation additional insured.
7. Deposit of 50% minimum.

NOTE: Acceptance as a vendor in the previous Canal Days Marine Heritage Festival is not to be considered as a guarantee of entry/participation in this year’s festival. The Festival does not guarantee approved returning vendors that they will be provided with the same location as in previous years.

Hours of Operation

Friday	12:00 p.m. - 11:00 p.m.
Saturday	10:00 a.m. - 11:00 p.m.
Sunday	10:00 a.m. - 11:00 p.m.
Monday	10:00 a.m. - 5:00 p.m.

Contract Type Section A	10 x 10	10 x 20	10 x 30	10 x 40
Food Vendor - Full Menu Self-contained	\$1,808	\$2,373	\$2,938	\$3,503
Food Vendor - Full Menu - Non self-contained (Hydro & Water need)	\$2,147	\$2,712	\$3,277	\$3,842
Food Vendor - Liquids & Specialty Products - Self-contained	\$1,243	\$1,808	\$2,373	\$2,938
Food Vendor - Liquids & Specialty Products - Non-self-contained (Hydro & Water)	\$1,525.50	\$2,147	\$2,712	\$3,277
Retail Vendor - Commercial	\$1,243	\$1,808	\$2,373	\$2,938
Community Groups & Organizations	\$226	\$339	\$452	\$565
Retail Vendor - Artisan (unique or handmade)	\$960.50	\$1,356	\$1,751.50	\$2,147

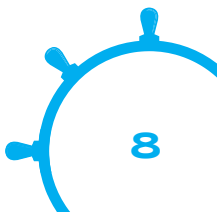
Learn More

To learn more about becoming a vendor and to download the application and contract, visit our website www.portcolborne.ca/vendors.

Or contact

Luke Rowe, Event Coordinator
66 Charlotte Street, Port Colborne, Ontario L3K 3C8
Email: luke.rowe@portcolborne.ca
Call: 905-835-2900 x566

For more information or to participate in the Artisan Zone brought to you by the Downtown BIA, email hisandhermarketniagara@gmail.com



OTHER WAYS YOU CAN PORTICIPATE

VALE HEALTH & WELLNESS CENTRE

Facility Naming Options

Hockey Dressing Room	Each/Yearly	\$240.00
Rink 1 - 4 x 8 Wall Boards	Each/Yearly	\$1,440.00
Rink 1 - Press Box Wrap	Each/Yearly	\$8,400.00
Rink 1 - Score Clock	Each/Yearly	\$2,650.00

Ice Logo Options

	Year 1	Year 2	Year 3
Logo in Rink 1	\$2,500.00	\$1,440.00	\$1,440.00
Logo in Rink 2	\$2,200.00	\$910.00	\$910.00
Logo in both Rink 1 & 2 - 1 Year	\$4,700.00	N/A	N/A
Logo in both Rink 1 & 2 - 3 Years	\$4,000.00	\$1,740.00	\$1,740.00
Rink 1 Goal Lines - Logo #6 (two logos)	\$2,420.00	\$1,990.00	\$1,990.00
Rink 2 Goal Lines - Logo #6 (two logos)	\$2,070.00	\$1,610.00	\$1,610.00

****Inclusive of HST.**

Includes logo template and installation costs.

Note: Canal Days Sponsors at the First Mate level and above will receive a 50% discount on Year 1 of ice logo rates.

Facts & Figures:

The Vale Health & Wellness Centre is home to:

-  YMCA of Niagara
-  45 tournaments annually
-  Events and camps representing over 30,000 visits from participants and spectators annually
-  Port Colborne Minor Hockey, Girls Wave Hockey, High School Hockey and the Southern Tier Admirals, bringing an additional 65,000 visits from participants and spectators annually
-  Nestled in the T.A. Lannan Sports Complex